

**PENN STATE UNIVERSITY
ALIGNING STRATEGY, LEADERSHIP, AND CULTURE: KEYS TO COMPETITIVE
ADVANTAGE**

The one week Aligning Strategy, Leadership, And Culture: Keys to Competitive Advantage program is offered at Penn State University in State College, Pennsylvania.

Who Should Attend

The Aligning Strategy, Leadership, and Culture program is designed for upper-middle and senior-level executives. This program prepares you to effectively deal with the multi-faceted complexities of leading today's organizations. Faculty leaders will have you step back and take a global view of your job and break down your role into strategic, interpersonal and execution components. You will receive feedback from the Strategy, Leadership, Culture Questionnaire (SLCQ®) that measures critical dimensions of organizational effectiveness.

Program Highlights

- Strategic leadership and managing cycles of change;
- Use organizational culture to positively affect performance and behavior in others;
- Develop a strategy and align your organization to perform;
- Uncover and capitalize on emerging market and business opportunities;
- Implement best processes for leading change;
- Strengthen your leadership effectiveness;
- Setting direction for your organization;
- Team-building methods and procedures;
- Create high-performing teams;
- Lead in a changing global environment

Offerings: One-week session, twice annually

Contact: Patricia Gardner, Director

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Penn State Executive Programs
Smeal College of Business
The Pennsylvania State University
382E Business Building,
University Park, PA 16802-3004 Centre County
(University Park AP SCE 10 min drive)
Harrisburg – 2 hour; Philadelphia – 4 hours)
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Web site: <http://www.smeal.psu.edu/psep/lwi.html>

Program Dates: March 28 - April 2, 2010 and September 12-17, 2010

Cost: \$7,950 – 2010

Includes tuition, books, materials, lodging, (includes the night before the program starts), meals, and hotel shuttle service to/from the airport.

Application Deadline: Six weeks prior to start of program.